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SAN FRANCISCO
URBAN DESIGN
STUDY

EXTERNAL FORM & IMAGE STUDY

REPORT 2

FORM DEVELOPMENT RECOMMENDATIONS

OKAMOTO | LISKAMM
PLANNERS & ARCHITECTS AIA
SAN FRANCISCO

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November 9, 1970

Mr. Allan B. Jacobs
Director of Planning
San Francisco Department of City Planning
100 Larkin Street
San Francisco, California

Dear Mr. Jacobs:

We are pleased to submit External Form and Image Study, Report 2: Form Development Recommendations. This report contains general and specific recommendations, a suggested approach for preserving and enhancing San Francisco's visual image. In this respect it is intended as a working tool for preparing the final urban design plan.

We have enjoyed having the opportunity to contribute to the San Francisco Urban Design Study.

Sincerely,

OKAMOTO/LISKAMM, INC.

Rai Y. Okamoto

Rai Y. Okamoto
President and Chief Executive Officer

RYO/adebr



VISUAL DISTRICTS & PARTS OF A VISUAL FRAMEWORK & SUMMARY MAP OF VISUAL ELEMENTS OF CITY FORM

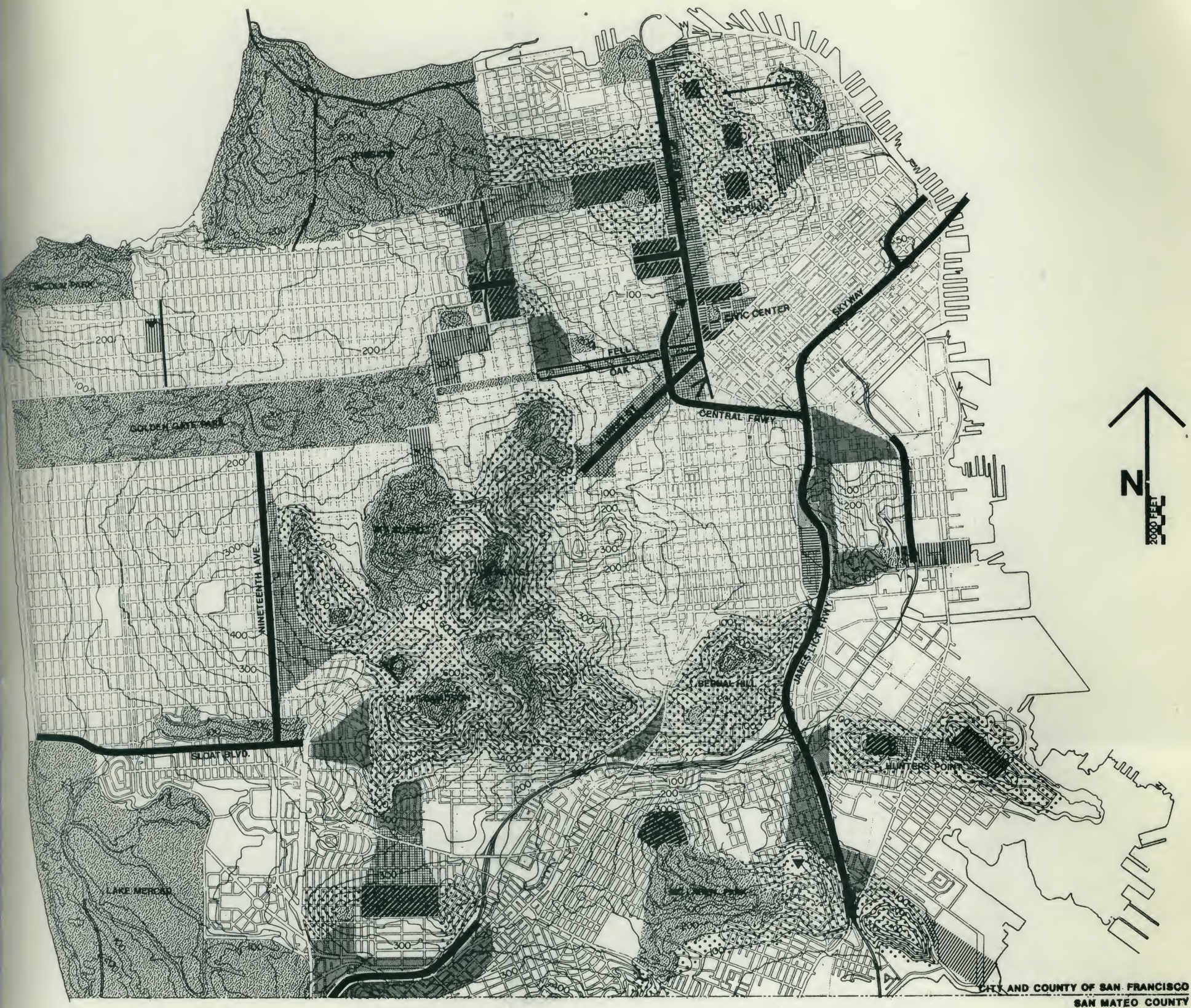
- | | | |
|-------------------------------------|------------------------|----------------------|
| ☒ DISRUPTIVE BUILDING SITUATION | ▬ NATURAL SHORELINE | ▼ CITY WIDE LANDMARK |
| ✕ INAPPROPRIATE DEVELOPMENT PATTERN | ▬ UNDEVELOPED HILL | ▼ DISTRICT LANDMARK |
| + | ▲ PROMINENT TREE STAND | ▼ LOCAL LANDMARK |
| — VISUALLY PROMINENT ROAD | | ▬ FOCAL AREA |

visually prominent over a wide area of the city
visually prominent between adjacent view districts
visually prominent within a view district
area of visual attention



CITY AND COUNTY OF SAN FRANCISCO
SAN MATEO COUNTY

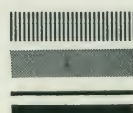
VISUAL DISTRICTS & VISUAL FRAMEWORK



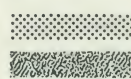
ACTION AREAS FOR REINFORCEMENT OF A VISUAL FRAMEWORK



VERTICAL
DEVELOPMENT AREA
CHANGE OF CHARACTER OF DEVELOPMENT
TO INCREASE IMAGEABILITY



PRESERVATION OF EXISTING
CHARACTER OF DEVELOPMENT
MAXIMUM LANDSCAPING
IN DEVELOPED AREA
VISUALLY PROMINENT
PATHWAY



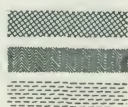
PRESERVATION & REINFORCEMENT
OF TOPOGRAPHIC CONDITION
PRESERVATION OF MAJOR
NATURAL OPEN SPACES
LANDMARK



ACTION AREAS WITHIN VISUAL DISTRICTS



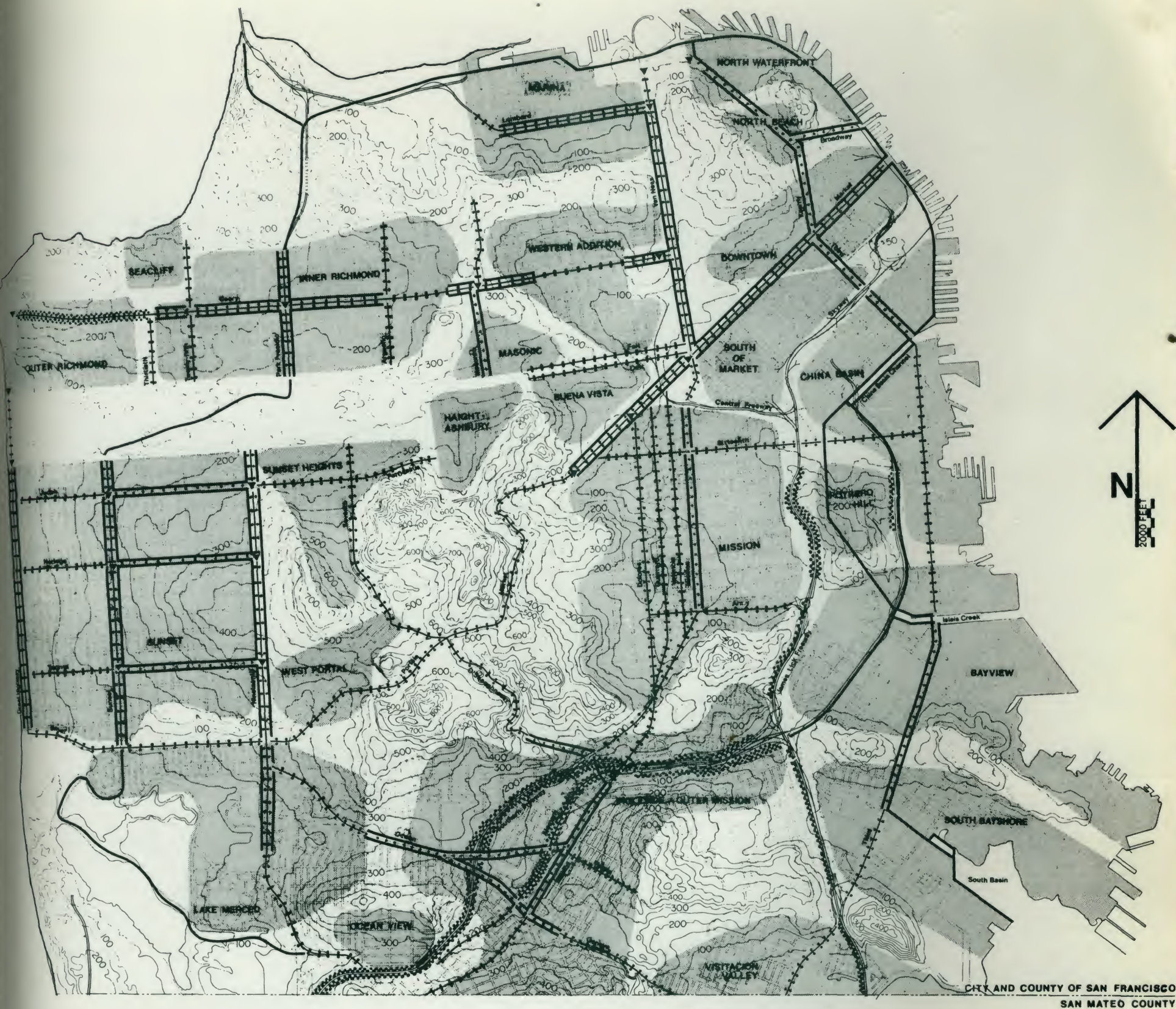
MAJOR OPEN SPACE
EXISTING & PROPOSED
LOCAL LANDMARK
DEVELOPMENT
VISUAL DISTRICT










COHESIVE DEVELOPMENT PATTERN, LARGE SCALE ELEMENTS
LOW-RISE, DENSE COVERAGE
COHESIVE DEVELOPMENT PATTERN, SMALL SCALE ELEMENTS
LOW-RISE, DENSE COVERAGE
CONSERVATION AREA, PRESERVATION OF EXISTING PATTERN
& SCALE OF DEVELOPMENT

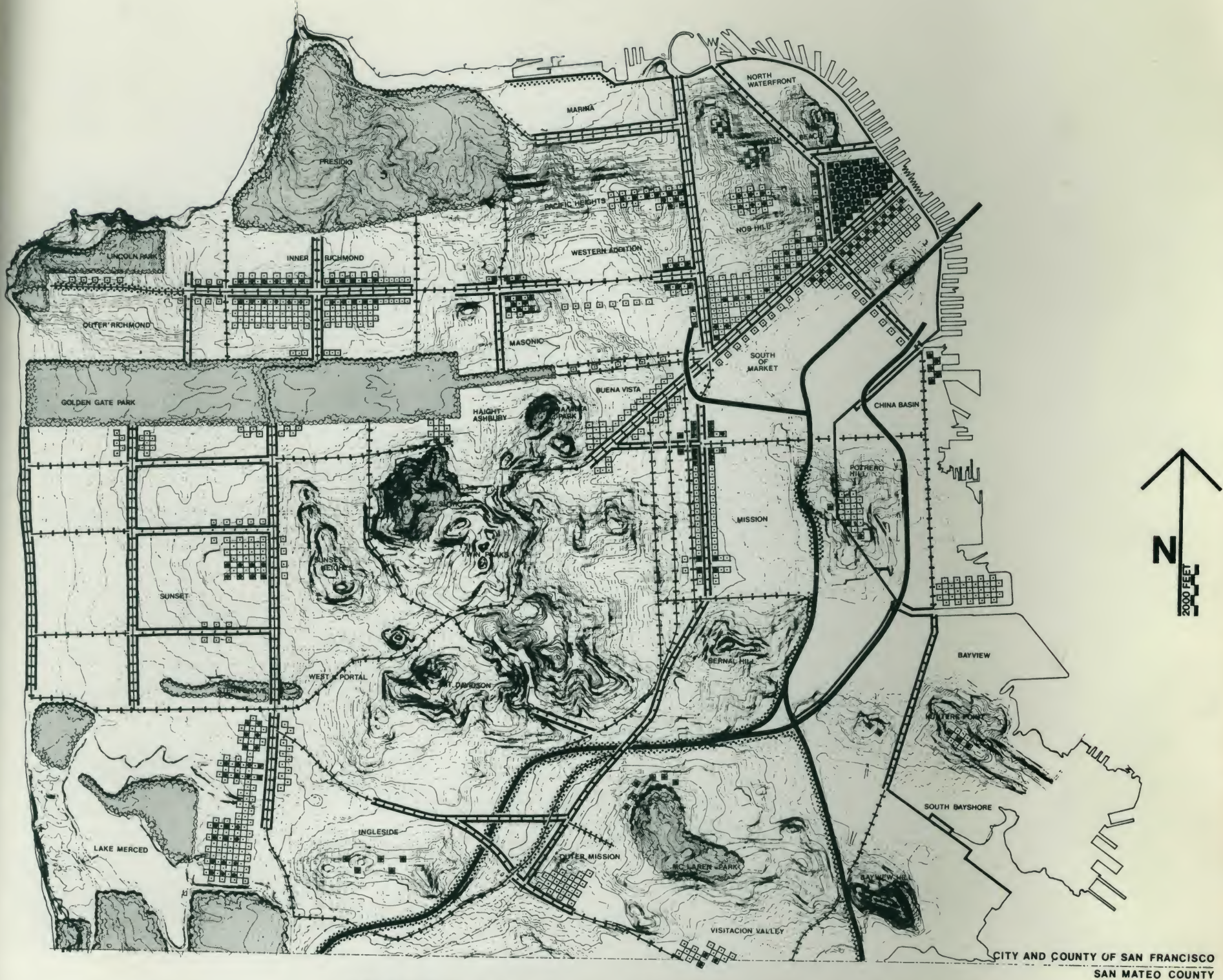


HIGH HIGH-RISE
DEVELOPMENT AREA, ABOVE 30 STORIES
HIGH-RISE
DEVELOPMENT AREA, 13-30 STORIES
MEDIUM-RISE
DEVELOPMENT AREA, 5-12 STORIES



VISUAL DISTRICTS & VISUAL STRUCTURE OF MAJOR PATHWAYS

- | | | | |
|--|---------------------|---|---------------------|
|  | PRINCIPAL BOULEVARD |  | LANDSCAPED ARTERIAL |
|  | URBAN BOULEVARD |  | BUFFERED ROADWAY |
|  | VISUAL DISTRICT |  | TRAIL |
| | |  | PATHWAY LANDMARK |



PROPOSED VISUAL STRUCTURE OF THE CITY

- VERTICAL DEVELOPMENT AREA**
- ◻ MEDIUM RISE . 5-12 STORIES
 - ◼ HIGH RISE . 13-30 STORIES
 - HIGH HIGH RISE . ABOVE 30 STORIES

A COMPOSITE OF RECOMMENDATIONS FOR THE DEVELOPMENT OF MAJOR FORM ELEMENTS.
LAND FORM, MAJOR OPEN SPACES, VERTICAL DEVELOPMENT AREAS & MAJOR PATHWAYS

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cat
dog
ENV/

SAN FRANCISCO
URBAN DESIGN
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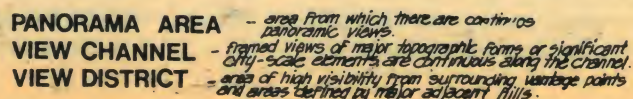
EXTERNAL FORM & IMAGE STUDY

REPORT 1 DESIGN ANALYSIS OF THE EXISTING EXTERNAL FORM & IMAGE

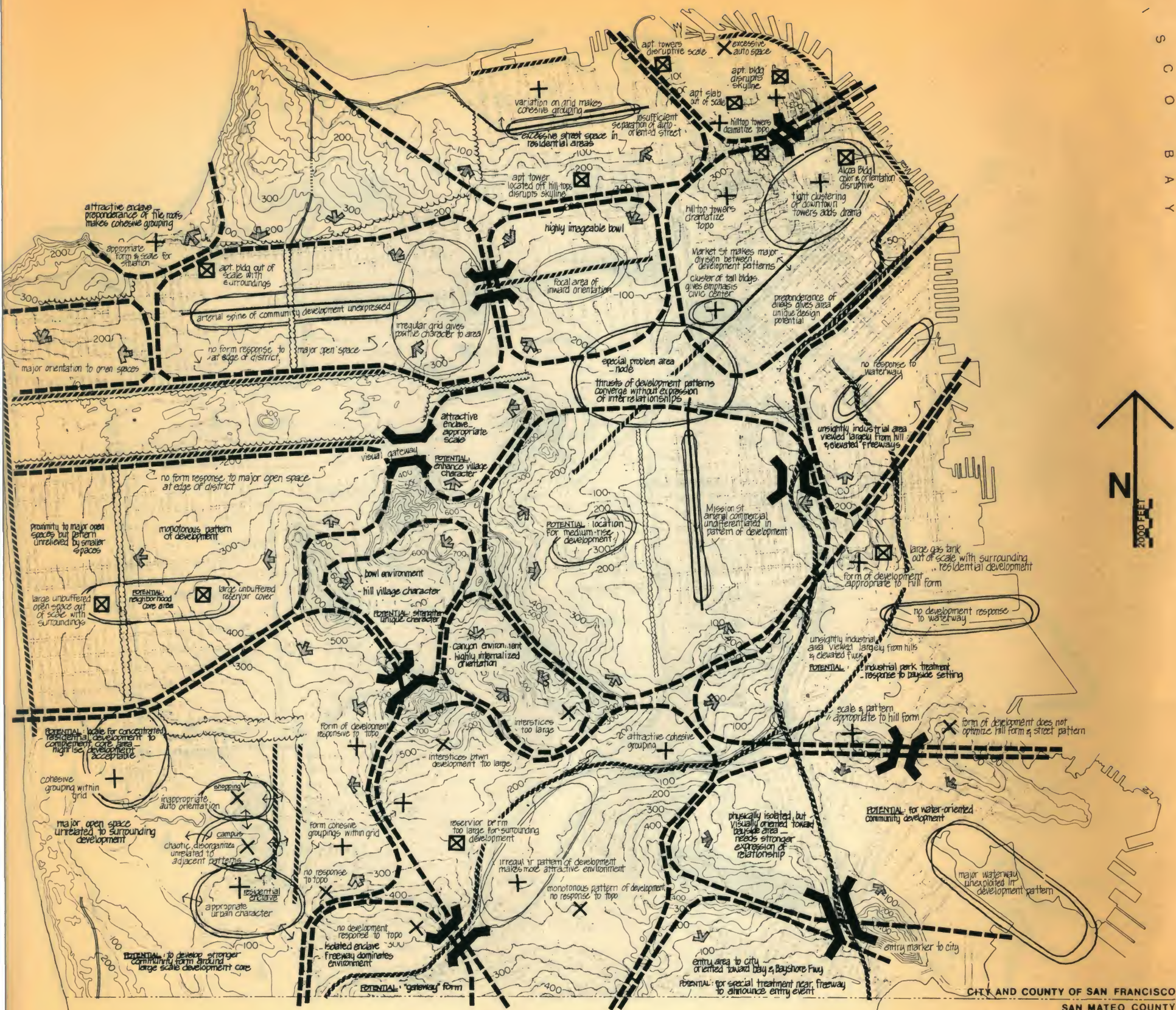
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SAN FRANCISCO



CITY AND COUNTY OF SAN FRANCISCO
SAN MATEO COUNTY



- * **PANORAMA POINTS** - public open areas from which views greater than 180°
- ↗ **VISTA POINTS** - a point from which there are major views under 180° available
- * **PANORAMIC BLDG. VIEWS** - groups of bldgs from which there are major panoramic views



VISUAL PROBLEMS AND POTENTIALS



VISUALLY PROMINENT ROAD
VISUAL GATEWAY
LARGE SCALE LANDSCAPING



DISRUPTIVE BUILDING SITUATION
INAPPROPRIATE DEVELOPMENT PATTERN
APPROPRIATE DEVELOPMENT PATTERN



VISUALLY COHESIVE AREA
VISUAL ORIENTATION
AREA OF ATTENTION



CITY AND COUNTY OF SAN FRANCISCO
SAN MATEO COUNTY

SUMMARY MAP OF VISUAL ELEMENTS OF CITY FORM

- | | | |
|-------------------------------------|------------------------|----------------------|
| ☒ DISRUPTIVE BUILDING SITUATION | ▬ NATURAL SHORELINE | ▼ CITY WIDE LANDMARK |
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